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WI Career & Technical Education Team

Volume 2, Issue 7
March 2012



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Notes from the Director

Sharon Wendt

We have just come off of a very successful CTE Month recognition. State Superintendent Tony Evers and Assistant State Superintendent Sheila Briggs were able to visit several schools to witness the power and potential of Career and Technical Education to prepare students for college and careers. We hope that you were able to highlight your CTE program throughout the month. For more information about our CTE month activities and to see the State Superintendent's visits, please see our website at <http://dpi.wi.gov/cte/ctemonthpr.html>.

Another exciting development at the Department of Public Instruction is the State Superintendent's strategic planning around ensuring that every child graduates prepared for further education, training and employment on a pathway to a meaningful career. More information will be coming in the next few months, but efforts are underway to identify strategies and actions that will improve graduation rates, close the graduation gaps, and ensure that Wisconsin students graduate college and career ready. The plan will align with our state's proposal for a new accountability system which is outlined in the NCLB waiver request. For more information about the waiver, please visit: <http://www.dpi.wi.gov/esea/index.html>.

Certainly the implementation of programs of study (POS) is a critical element in preparing students for success. We encourage school districts to continue growing programs of study by utilizing the POS ten component framework. Professional development will be offered throughout the state. [Click here](#) for the dates.

Upcoming Events

- 3/13 - 3/15 DECA State Career Development Conference, Lake Geneva
- 3/15 - Workforce Skills Shortage Conference, Monona Terrace, Madison
- 4/2 - 4/3 FBLA State Leadership Conference, LaCrosse
- 4/3 - 4/7 NBEA 2012 Leadership Conference, Boston, MA
- 4/11 - WALEW POS Workshop, Madison College, Madison
- 4/15 - 4/17 HOSA State Leadership Conference, Wisconsin Dells
- 4/19 - 4/20 Annual WACTE Conference, Appleton
- 4/20 - WALEW POS Workshop, Western Tech College, LaCrosse
- 4/23 - 4/25 FCCLA State Leadership Conference, Wisconsin Dells

4/24 - WALEW POS Workshop, Milw Area Tech College, Milwaukee
4/25 - WALEW POS Workshop, Fox Valley Tech College, Appleton
4/26 - WALEW POS Workshop, Northcentral Tech College, Wausau
4/27 - WALEW POS Workshop, WI Indianhead Tech College, Rice Lake
4/28 - 5/1 DECA International Career Dev Conference, Salt Lake City, UT
5/3 - CTE Data Workshop, Northcentral Technical College
6/10 - 6/13 State Officer Training, Madison
6/19 - 6/23 HOSA National Leadership Conference, Orlando, FL
6/25 - 6/28 WAAE Professional Development Conference, Green Bay
6/29 - 7/2 FBLA National Leadership Conference, San Antonio, TX

Click here for more event details and more great CTE events:
[CTE Calendar \(http://dpi.mhsoftware.com\)](http://dpi.mhsoftware.com). (Bookmark this page to always stay informed about WI CTE related events!)

Workforce Skills Conference

The Wisconsin Department of Public Instruction is partnering with the WMC Foundation to sponsor a workforce skills gap conference solving the skills shortage. The Workforce Skills Shortage Conference will be held on March 15, 2012 at the Monona Terrace in Madison. The conference will address the recent workforce paradox - high unemployment yet difficulty hiring - and will feature creative solutions from around Wisconsin. There will also be a summary of the more than 50 listening sessions WMC held with manufacturers from around the state as well as perspectives from state and business leaders. To learn more about this conference and to register please go to:

[http://www.wischamberfoundation.org/WorkforceDevelopment/display.cfm?
ID=867](http://www.wischamberfoundation.org/WorkforceDevelopment/display.cfm?ID=867)

CTEERS Update

Contact Don Vedder (don.vedder@dpi.wi.gov)

You should be conducting your 2011 Concentrator Completer Graduate follow-up surveys at this point as the file is due back to DPI by May 1st. If you did not download your file, please let Don know so he can get it to you.

A reminder that for the 2012 Composite Enrollment Report file that is due on or before July 15th, the Wisconsin Student Number (WSN) is to be used for the identification of all students in the report.

Career and Technical Education Enrollment Reporting System (CTEERS) is the states mechanism to report CTE data to the Office of Vocational and Adult Education and must be concise and accurate. In talking with districts we realize that the most common question about CTEERS is "what is a concentrator?" To see the definition of concentrator (p. 12) and to read more about CTEERS, visit <http://dpi.wi.gov/cte/pdf/cteers2011.pdf>.

Agriculture & Natural Resources/FFA

Contact Jeff Hicken (jeffrey.hicken@dpi.wi.gov)

It is that time of year for our agriculture education teachers for career development events, state degrees, proficiencies and of course scholarship recommendations. Valentine's Day marked our second meeting for our standards revision group. Great work has come from these meetings and exciting standards will be unveiled at a time to be determined. The Ag Career Network was launched in January nationwide, which teachers will utilize as the FFA membership system as well as a student portfolio

builder. For more information <http://www.dpi.wi.gov/ag/index.html>

Business & Information Technology/FBLA

Contact Jen Wegner (jennifer.wegner@dpi.wi.gov)

Business, Marketing, and IT educators around the state have come together in five locations for conversations and updates that are impacting classrooms and activities in BM&IT! Discussions around the student section of the wicareerpathways.org site, disciplinary literacy, work based learning, online/hybrid courses with tips and tricks, and great camaraderie topped off these days. Thanks to all who participated.

Many educators and their students are also gearing up for the Future Business Leaders of America (FBLA) State Leadership Conference in April. LaCrosse will play host to over 2300 FBLA members, advisers, and volunteers competing in over 80 competitive events, leadership activities, and business tours. Competitive event winners will go on to compete against 10,000 other FBLA members in San Antonio, Texas in late June. For more information, see <http://dpi.wi.gov/fbla>.

Health Science/HOSA

Contact Janice Atkinson (janice.atkinson@dpi.wi.gov)

Health Science Teachers Meet at HOPE Conference

Health Science teachers from across Wisconsin traveled to Neenah on March 1-2, 2012 for the annual Health Occupations Professional Educators (HOPE) Conference. Janet Rosin, Affinity Lab Education Coordinator for the School of Medical Technology at St. Elizabeth Hospital in Appleton shared information about clinical laboratory health careers. Area Health Education Center (AHEC) representatives shared skills needed in the health care field and provided activities for elementary, middle and high school students. Another component of the conference allowed teachers to share best practices.

The HOPE Conference was organized by co-presidents Kelly Camber and Kristie Moder from Appleton North, with assistance from the other officers: Julie Williams of Oak Creek, Jennifer Dail of Edgerton, and Sue Blahnik of Sun Prairie.

Wisconsin HOSA Prepares for State Leadership Conference

HOSA members and advisors will gather at Chula Vista Resort in Wisconsin Dells on April 15-17, 2012 for the State Leadership Conference. This annual event features three general sessions, a motivational keynote speaker, career breakout sessions, competitive events, community service projects, and individual and chapter recognition. Registration closes on March 9, 2012. The conference is planned and presented by the state officer team from Oak Creek, Kimberly, and Racine William Horlick.

Marketing, Management & Entrepreneurship/DECA

Contact Tim Fandek (timothy.fandek@dpi.wi.gov)

The Young Entrepreneur of the Year award recognizes an individual between the ages of 8 and 18 who has turned a business idea into reality by applying the entrepreneurial spirit and demonstrating the knowledge and skills to operate a business enterprise. A selection committee comprised of executives and educators chose Austin White-Pentony from among 13

finalists from throughout the state. Austin's company is called Mad Town Phone Sales and they purchase hundreds of cell phones locally, repair them if needed, and sell them worldwide through an online auction. To see video descriptions of the award finalists' businesses, please visit www.youtube.com

Technology & Engineering/SkillsUSA

Contact Brent Kindred (brent.kindred@dpi.wi.gov)

On April 26th, in partnership with Associated General Contractors (AGC), a Meeting the Demand - Construction Careers day will be held. The day will start at Kaukauna's Carpenter Training Center and will finish at the Miron Construction Company building. Participants will learn about the outlook for the construction industry, apprenticeship programs, building science curriculum, and much more. For more information about the Construction Careers Day, please visit <http://dpi.wi.gov/te/index.html>

SkillsUSA will be having the 38th Annual State Leadership Conference in Wisconsin Dells on April 17 - 18. These student events will feature almost 60 competitions and promises to be one of the biggest events in our history. For more information, please visit www.skillsusa-wi.org

Dual Enrollment

Contact Kevin Miller (kevin.miller@dpi.wi.gov)

In the last CTE Newsletter I included a link (<http://www.dpi.wi.gov/cte/pdf/dualenroll.pdf>) to a document that gives a nice overview of different ways in which Wisconsin students can earn college credits while still in high school. In the subsequent weeks, the term "Dual Enrollment" has been popping up regularly in conversations, press releases, and various correspondence from numerous sources. There is a push from leaders in many sectors to provide more Wisconsin students with a head start on their post-secondary training and education before they graduate from high school.

Such efforts need to be connected to a career and life plan of some sort in order to be truly effective. Fortunately, there are numerous initiatives and dialogues taking place at the state and national level looking to make such plans a reality for more students. I hope to share information about some of these in future newsletters. In the meantime, you should look for ways to implement them at the local level. This may be a part of your district's implementation of Education for Employment, the Wisconsin Comprehensive School Counseling Model, Programs of Study, Individual Learning Plans for all students, use of WICareerpathways.org, and other programs that support academic, career and life planning. Whatever means you use, career and life plans (to use my term) can have significant benefits for students beyond informing their educational choices, so I encourage you to implement them for as many students as possible.

Youth Options

Contact Kevin Miller (kevin.miller@dpi.wi.gov)

Some of you are very familiar with Youth Options while others may know little about it. Youth Options has great potential for moving students down career paths that might otherwise not be available until after they leave high school.

For those unfamiliar with Youth Options, it is a program originating in state statutes that allows Wisconsin high school students to take courses at UW System schools, Wisconsin Technical Colleges, most Wisconsin non-profit private colleges, and tribally controlled colleges with the student's school district paying the cost of tuition and fees. Participating students receive both high school and college credit. Some districts and consortiums use Youth Options to offer classes they otherwise could not due to insufficient staff or having no one with the correct licensure. This is used regularly for Youth Apprenticeship related courses. Most often, however, students use Youth Options to take a class individually that is not available in their district.

To learn more about the program, visit the [Youth Options](#) page or feel free to contact me with any questions.

CTE Data

Contact Sara Baird (sara.baird@dpi.wi.gov)

Data, data, data. Is that all that anyone is talking about these days? The answer is "YES." So, no matter what your thoughts are about data, when it comes to your Career and Technical Education program, it's important to have good data to support the value of work you're doing in CTE.

What we know about data today...

- The 2nd Annual CTE Data Workshop is being held at Northcentral Technical College on Thursday, May 3, 2012. Plan to attend. There will be just-in-time state data updates, CTEERS technical assistance, resources shared and time to interact with your colleagues around CTE Data. Registration information will be available at www.dpi.wi.gov/cte.html homepage soon!
- As a community of CTE professionals, we ask that you ask questions and provide guidance to your school data personnel responsible for submitting the coursework completion system (CWSC) data. This data captures the number of students taking specific courses in your high school. It's important that school districts appropriately code the courses so that we have accurate data on the number of students taking CTE courses in all grades. For a complete listing of the courses and their codes please go to <http://dpi.wi.gov/lbstat/cwscapp.html> and click on the Secondary Course Codes tab in the spreadsheet to find the CTE Courses. If you have any questions about how a specific course should be coded, please feel free to contact a DPI Education Consultant. The Coursework Completion System (CWCS) Phase II is now open and will remain open until May. Learn more <http://dpi.wi.gov/lbstat/esea020112.html>

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